

Message Text

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11

ORIGIN COME-00

INFO OCT-01 EUR-25 ISO-00 EB-11 SS-20 CIAE-00 INR-10

NSAE-00 RSC-01 SPC-03 DOTE-00 NASA-04 NSC-10 PA-04

PRS-01 USIA-15 FAA-00 /105 R

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E.O. 11652: N/A

TAGS: BEXP, UK

SUBJ: FARNBOROUGH '74

REF: (A) LONDON 13249; (B) LONDON 13236;

(C) LONDON A1177; (D) LONDON 12062

1. OIM POLL OF US FIRMS REFERENCE (A) REVEALS 3 POSITIVE INTEREST (BEDE AIRCRAFT; AVIATION SALES CORPORATION; ASTRO-NAUTICS CORP. OF AMERICA); 10 POSSIBLE INTEREST (CHEMO-SERVICES ASSOCIATES; COMCO; DONNALCO; GARY AIRCRAFT CORP; HAYES INTERNATIONAL CORP; O'NEILL AIRPLANE CO.; SWEDLOW INC.; THE TALLEY CORPORATION; AVIATION PRODUCTS, TELEX COMMUNICATIONS DIV.; TRANSQUIP INC.); 2 NO INTEREST SUNSTREAM AIRCRAFT INC.; SIEBELAIR CORP.); 2 UNABLE CONTACT (DUKES INC.; STENDEL AERO ENGINEERING CORP.); 1 UNABLE LOCATE (TACTICAL RADIOS). BEDE AIRCRAFT AND O'NEILL AIRPLANE CO. INTERESTED ONLY IF US EXHIBIT INCLUDES FLIGHT LINE. GENERAL REACTION OF OIM POLLEES UNCLASSIFIED

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(1) THERE ARE TOO MANY AIR SHOWS; (2) PARTICIPATION IS FOR

PRESTIGE AND BECAUSE IT IS "EXPECTED"; (3) NOT FREQUENT ENOUGH OR EXTENSIVE ENOUGH NEW INNOVATIONS IN AEROSPACE INDUSTRY TO WARRANT ANNUAL PARTICIPATION MAJOR EXHIBITS IN EUROPS; (4) SOME FAVOR DROPPING HANOVER AND FARNBOROUGH TO CONCENTRATE ON PARIS ONLY. CONSOLIDATED OIM/POST POLLS 12 POSITIVE INTEREST, 17 POSSIBLE INTEREST, AND 2 NO INTEREST.

2. IN VIEW POLL RESULTS AND OIM CONCURRENCE WITH POST'S EVALUATION COMMERCIAL PROSPECTS ITEM 5. REFERENCE (B) OIM WILL SUPPORT TYPE II PROMOTION FOR MAXIMUM 20 EXHIBITORS, PLUS FAA, BY PROVIDING \$20,000 S&E AND WASHINGTON BASED EXHIBIT MANAGER FOR A 3 MONTH PERIOD. (USEM EXPENSE, INCLUDING PER DIEM, TO BE INCLUDED IN EXHIBITION BUDGET).

3. FAA WILL PARTICIPATE WITH OIM PROVIDED FAA SPACE DESIGN AND LAYOUT SUBJECT TO FAA APPROVAL. ADDITIONALLY, FAA OF OPINION 100 SQUARE METERS EXHIBIT SPACE NOT COMPATIBLE WITH A 20 EXHIBITOR AREA AND MAY REDUCE THEIR SPACE TO 50 SQUARE METERS.

4. OIM RECOMMENDS POST AMEND SPACE COMPUTATION TO PROVIDE FOR 20 BOOTHS 3X4M EACH (240 SQUARE METERS); FAA SPACE 48 SQUARE METERS; COMMON AREA 162 SQUARE METERS; TOTAL 450 SQUARE METERS. ON THIS BASIS AND USING POST'S DESIGN AND CONSTRUCTION ESTIMATE OF POUNDS 55 PER SQUARE METER AND MARKET PROMOTION ESTIMATE OF \$7,500 OIM PROJECTS TOTAL BUDGET OF \$85,000 EQUIVALENT APPROXIMATELY \$2,700 CONTRIBUTION PER 3X4M BOOTH INCLUDING 4 BOOTHS FOR FAA, AFTER PROVIDING \$20,000 S&E.

5. IF POST SATISFIED IT HAS ADEQUATE RESOURCES FULFILL TYPE II PROMOTION REQUIREMENTS, IN ADDITION TO OTHER SCHEDULED WORKLOADS, AND CAN PROCURE PARTICIPATION OF 20 FIRMS IN ADDITION TO FAA, AT CONTRIBUTION OF APPROXIMATELY \$2,700 PER 3X4M BOOTH, OIM AUTHORIZES NO COST SPACE OPTION OF 450 SQUARE METERS NET FOR PERIOD POST NEEDS TO FIRM UP 20 EXHIBITOR PARTICIPATION.

6. POST WORKLOAD CONSIDERATIONS REFERENCE (B) NOW INCLUDE OFFICIAL OPENING NEW TRADE CENTER SEPTEMBER 1974, AND TRADE CENTER SHOWS DURING OCTOBER AND NOVEMBER. OFFSHORE INTERNATIONAL WILL BE WASHINGTON STAFFED USEM/DMA EVENT AND NORMAL UNCLASSIFIED

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POST SUPPORT EXPECTED FOR MULTI-MARKET PROMOTION, BUT DOES NOT INCLUDE TC DIRECTOR SERVING AS DUSEX. KISSINGER

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